

ABSTRACT OF THE DISCLOSURE

A system for searching and reporting an incidence of at least one trademark, tradename, celebrity name, and/or famous name on the Internet, which includes a computer system having a connection to the Internet, and a software program executing on the computer system. The software program is adapted to receive an input of at least one trademark, tradename, celebrity name, and famous name to be searched. The software program then creates a search string including at least one trademark, tradename, celebrity name, and famous name. The software program also receives a URL address of a Web page on the Internet to be searched. The software program accesses and searches the Web page for hits corresponding to the search string, and then provides the search results of identified hits within the Web page.

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